

The Dance Center of Columbia College Chicago Special 2010 Audience Survey

Date

1. Have you ever attended a Dance Center performance before this evening?

- ☐ No, this is my first time attending The Dance Center
- ☐ Yes, 1–2 times in the past
- ☐ Yes, 3–5 times in the past
- ☐ Yes, 6–10 times in the past
- ☐ Yes, 11 times or more in the past

2. Are you, your spouse, or your significant other a Dance Center subscriber (meaning that you purchased a package of three shows at one time)?

- ☐ Yes, I am a current subscriber
- ☐ No, but I was a subscriber in the past
- ☐ No, I have never been a subscriber

3. How long have you been attending The Dance Center?

- ☐ This is my first year
- ☐ 1-2 years
- ☐ 3-5 years
- ☐ More than 5 years

4. To what extent were you the main decision-maker in your party about attending today's performance?

I was not at all
the decision
maker

1

2

3

4

5

I was the sole
decision
maker

5. Which of the following words or phrases describe the kinds of arts performances (including dance, theater, music, etc.) that you have attended in the past 12 months? Please check ALL that apply.

<input type="checkbox"/> Familiar to me (the production, artist, director, company, etc.)	<input type="checkbox"/> Explored a cultural heritage other than my own
<input type="checkbox"/> Had a political message	<input type="checkbox"/> Had social commentary
<input type="checkbox"/> Explored my cultural heritage	<input type="checkbox"/> Independent or avant garde
<input type="checkbox"/> Featured famous or well-known performers	

6. When it comes to dance performances, which of the following categories do you usually prefer?
Please choose ONE from each PAIR.

Modern	<input type="checkbox"/> OR <input type="checkbox"/>	Classical
Has a story or message	<input type="checkbox"/> OR <input type="checkbox"/>	Focuses on the aesthetics
Helps me reflect on my culture	<input type="checkbox"/> OR <input type="checkbox"/>	Shows me another culture
Beautiful	<input type="checkbox"/> OR <input type="checkbox"/>	Challenging

7. How much do each of the following contribute to making a dance performance a great experience for you?

Not at all ← → Very much

Identifying with the story or message	1	2	3	4	5
Fostering political, social, or cultural dialogue	1	2	3	4	5
Being exposed to a diversity of international or ethnic perspectives	1	2	3	4	5
The quality of the choreography and the dancers	1	2	3	4	5
Exploring my own cultural identity or heritage	1	2	3	4	5
Expanding my aesthetic "comfort zone"	1	2	3	4	5
Feeling connected to my fellow audience members	1	2	3	4	5
Supporting dancers or choreographers who share my cultural background	1	2	3	4	5
Exploring a cultural identity or heritage other than my own	1	2	3	4	5
Feeling like I "get" the cultural references in the dance	1	2	3	4	5

8. What might draw you to a dance performance that represents or explores a culture other than your own?

9. Do you recall seeing any of the following Dance Center or Columbia College Chicago slogans in the last 12 months? Please check ALL that apply.

- ☐ "Experience the World Through Dance"
- ☐ "Dance: The Universal Language"
- ☐ "Create...Change"
- ☐ None of the above
- ☐ I don't know/I don't remember

10. If you do recall seeing any of these slogans, where was it? Please check ALL that apply.

- ☐ Ads in newspapers or magazines
- ☐ Brochures or postcards from The Dance Center
- ☐ The Dance Center website
- ☐ Emails from The Dance Center
- ☐ Other (please specify): _____

11. Age:

- ☐ Under 18 ☐ 36 – 45
- ☐ 18 – 25 ☐ 46 – 55
- ☐ 26 – 35 ☐ Over 55

12. Gender:

- ☐ Male
- ☐ Female
- ☐ Other

To continue, please turn over ►

13. Ethnic background: please check ALL that apply.
- ☐ African American/Black
 - ☐ Latino/Hispanic
 - ☐ Caucasian/White
 - ☐ Asian/Asian American
 - ☐ Other (specify) _____

14. Educational background:

- ☐ High School
- ☐ College
- ☐ Graduate
- ☐ Post-Graduate

15. Annual household income:

- ☐ Up to \$24,999
- ☐ \$25,000–\$49,999
- ☐ \$50,000–\$74,999
- ☐ \$75,000–\$99,999
- ☐ \$100,000 or more

16. Are you a current or former student, faculty, or staff member of The Dance Center or Columbia College Chicago?

- ☐ Yes
- ☐ No

17. What is your zip code?

18. **ENTER TO WIN!**

If you would like to enter your name into a drawing for two free tickets to The Dance Center, please fill out the information below.

Name _____

Email _____

Address _____

City/State/Zip _____

Phone _____

[THIS INFORMATION WILL BE KEPT SEPARATE FROM YOUR SURVEY RESPONSES TO ENSURE YOUR ANONYMITY.]

☐ **CHECK HERE**

If you do not want to receive updates from The Dance Center.

**THANK YOU VERY MUCH
FOR COMPLETING OUR DANCE CENTER SURVEY!**

Your responses will help us plan for an exciting future.
We hope to see you again at The Dance Center soon.

Columbia
COLLEGE CHICAGO

the dance center
OF COLUMBIA COLLEGE CHICAGO

SPECIAL 2010 AUDIENCE SURVEY

WE NEED TO HEAR FROM YOU!

On selected nights this season, we are conducting a special survey of our audience. Whether you are a Dance Center regular or attending for the first time, your feedback is important and will help us to better serve our audiences. The results will only be as useful as your cooperation, so please help us out by completing the survey if you were lucky enough to find it on your seat.

**PLEASE DO NOT PASS THIS SURVEY TO SOMEONE ELSE
— WE NEED YOUR THOUGHTS!**

Please complete and return the survey to a volunteer or usher before the performance or before you leave tonight. Your responses will be fully anonymous, so please be candid and answer all of the questions.

**EVERYONE WHO COMPLETES A SURVEY
WILL BE ENTERED TO WIN TWO FREE TICKETS
TO A FUTURE DANCE CENTER PERFORMANCE.**

Thank you!